

ABSTRACT OF THE INVENTION

A household preparation product composition is composed of from about 0.1% to about 99% by weight of a vehicle system which comprises a hydrophobically modified water soluble polysaccharide polymer which comprises a water soluble polysaccharide polymer backbone, a hydrophobic moiety of 1) 3-alkoxy-2-hydroxypropyl group wherein the alkyl moiety is a straight or branch chain having 3-24 carbon atoms, or 2) C₃-C₂₄ alkyl, aryl alkyl, alkyl aryl groups and mixtures thereof, wherein the hydrophobic moiety is present in an amount up to the amount which renders said polysaccharide less than 1% by weight soluble in water, and at least one other household care ingredient. The composition can be used in a wide range of cleaning, polishing, sanitizing, pesticidal and toilet preparation applications such as air deodorants/fresheners, rug and upholstery shampoos, insect repellent lotions, children's bubble-making solutions, pet care products such as shampoos and deodorizer, soap bar and institutional liquid soap, all purpose kitchen cleaner and disinfectants, toilet bowl cleaners, fabric softener-detergent, fabric softener, fabric sizing agents, dishwashing detergents, vehicle cleaners and shampoos.